

Reading THE NATION

17 FEB – 23 FEB 2025

Ozone's **Reading the Nation** insight series provides a seven-day view of the topical news and seasonal events driving reader engagement across our nationwide audience of more than 40m online consumers.

Shocks? Check. Explosions? Check. Love triangles? Check. EastEnders' 40th-anniversary celebration delivered high drama, with a live interactive episode igniting reader engagement with **Television** content on Ozone's premium audience platform.

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LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Television	62.7m	+29%
Automotive	19.3m	+21%
Home & Garden	17.5m	+16%
Arts & Culture	6.6m	+15%
Shopping	11.9m	+10%
Movies	57.2m	+10%
Style & Fashion	17.7m	+4%
Hobbies & Interests	11.5m	+4%
Healthy Living	11.3m	+4%
Medical Health	99.2m	+3%

Source: Ozone 2025

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



Baftas highlights: nine key moments from the 2025 awards

From David Tennant's Trump jokes and Take That to Selena Gomez's stumble and Mikey Madison's surprise win, here are our picks of the evening



TOPICAL NEWS

Engagement with **Television** on our premium audience platform blew up last week as soap fans celebrated the 40th anniversary of EastEnders. The category grew +29%, with page views for the **Soap TV** topic up 2.3x, as a live episode of the show featured shocks, deaths, explosions and a viewer vote to decide the outcome of a love triangle storyline.

Awards season continued last week with the BAFTA Film Awards and Screen Actors Guild Awards. **Movies** content saw double-digit page view growth, while engagement with the **Awards Shows** topic (from the **Events & Attractions** category) rose by over +20%. Elsewhere, interest in ticket discounts during London Theatre Week boosted the **Theatre** topic in **Arts & Culture** by +19%.

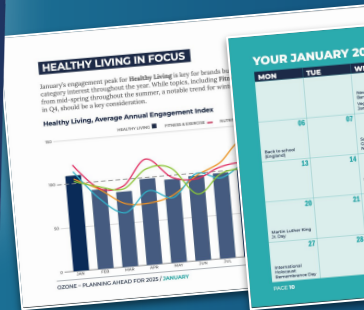
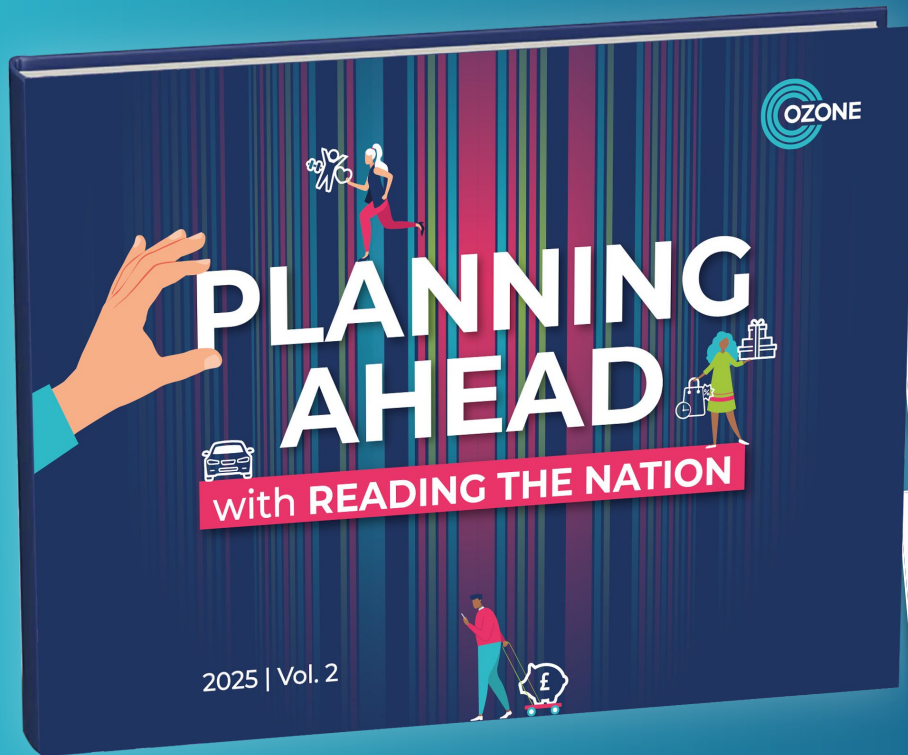
SEASONAL EVENTS

The March 1 release of the new '25' car registration plates drove a more than +20% increase in page views for **Automotive** content. Interest in **Auto Styles** and **Auto Type** surged by over half, fueled by a 2.6x rise in **Saloon Car** page views and a 29% boost in **EV** engagement.

Fashionable February continued at London Fashion Week last week. **Style & Fashion** growth was bolstered by the **Fashion Trends** (+78%) and **Designer Clothing** (+26%) topics.

PLANNING FOR 2025 WITH OZONE

Our latest annual planning guide, **Planning Ahead with Reading the Nation**, is here. Get your hands on a digital copy now at the following link: ozoneproject.com/guide25



YOUR JANUARY 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
						12 Tufts Day National Awards
						13 Austral-Open tennis
						14 Wrestling Beginnings
						15 Australia Open tennis
						16 Australia Open tennis
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